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## PRESIDENT'S MESSAGE

A year ago Stan Seashore commented about a sampling of some six problems facing our division. Of these, it may be interesting to review four on which some progress may be reported.

(1) How do we attract to our division a number of qualified practitioners who were trained, and are now employed, in other than psychological settings? In part, we may do it by recognizing their kinship with us, i.e., by acknowledging the appropriateness of their training, and by providing the guidelines in accordance with which their present programs may soon be accredited. Your E & T committee has worked hard and effectively on this problem during the past year.

(2) How do we break away from a stereotype of "Industrial Psychology" which is too narrow to describe our present activities and which even less well fits the shape of our future aspirations? As you know, only the formality of voting stands between us and a new official designation as the "Division of Industrial and Organizational Psychology." Beyond this, at Georgia, for example, a committee will shortly be convened to consider the establishment of a broadly conceived program in the "utilization of human resources" along lines suggested by Art Brayfield several years ago, namely: (1) the development human resources; (2) their utilization, per se; and (3) the reclamation of unused human resources. Surely we are not alone in contemplating the possible inclusion of much that classically has been industrial psychology in the context of a broader and somewhat differently oriented program.

(3) In a time of rapid social change, how do we make our division more responsive to both threats and opportunities? Elsewhere in this issue of TIP there is an announcement relating to the appointment of a "blue ribbon" ad hoc committee on "Public Policy and Social Issues." We don't yet know what this committee may recommend, but I have great confidence that it will be wise, practical and forward-looking.

(4) Our Division has not always been adequately represented in APA affairs. At the moment I feel that we have outstanding persons in reasonable numbers speaking for us at the national level. We also presented a strong slate of new nominees. The issue, however, is clearly a significant concern and one which requires continuous monitoring.

The point of the foregoing, of course, is not that two-thirds of our problems are solved. It is, rather, that we rec-

ognize the existence of some of our problems, that we attack these as best we can, and that we get more or less satisfactory solutions to some. But what of the future?

After Sputnik came a great wave of "scientism" and strong subsequent support for the physical sciences. During the last few years we have all become aware of great infusions of money into the biological sciences in the form of programs for excellence, etc. In the May 1970 issue of the American Psychologist, (AP), Ken Clark makes reference to the NAS and SSRC joint sponsored project to examine the status of and prospects for the behavioral and social sciences. Here and elsewhere one finds the clear implication that we are next. If so, I then agree with Bevan's comments on p. 499 of the same issue of AP where he says, in part, "Today's scientist cannot avoid - indeed he must actively seek to make explicit - the implications of his work for the larger society." As members of Division 14 we are applied behavioral scientists. The next few years will, I believe, present us with rare opportunities to "show our wares". Let us be sensitive to, ready for, and flexible in the pursuit of these opportunities.

Sincerely,



William A. Owens

## HIGHLIGHTS OF THE SPRING EXECUTIVE COMMITTEE MEETING<sup>1</sup>

As of April 30, the Division account had a balance of \$2194. Because expenses are rapidly depleting available funds, Drs. Meyer and Grant were asked to review Division finances and to recommend appropriate action. A grant of \$2000 by the Cattell Fund resulted in a balance in the Division Cattell account of \$2171.

A lengthy report on the activities of the Education and Training Committee was presented and discussed. Special attention was given to a report of the APA Education and Training Board regarding accreditation of professional programs in psychology and to a draft of guidelines for education and training in industrial-organizational psychology prepared by a subcommittee of the Division E. & T. Committee. Following discussion of the report on accreditation, the Executive Committee voted that a letter be written the President of APA, the Chairman of the E. & T. Board, and others expressing the concern of the Executive Committee with regard to the proposed accreditation procedures as they might affect programs in industrial and organizational psychology and requesting that no programs in our specialty be accredited unless and until accreditation per se along with guidelines and standards for such programs are adopted by our Division. Following the action the guidelines draft was discussed in detail. Many suggestions were offered for revising it. The subcommittee will have a revised report ready for discussion at the business meeting in September.

The Fellowship Committee reviewed the credentials of six Members sponsored for Fellow Status in the Division. The Executive Committee following completion of necessary paperwork.

Plans for the 18th annual workshop in industrial and organizational psychology are complete. Five sections are scheduled. Division members are to receive notification, including date, place and schedule.

A Cattell Award winner and an honorable mention were selected by the Scientific Affairs Committee. Because of an unfortunate mail snafu determination of a Dissertation Award winner had been delayed but is to be determined by July 1.

The report of the Professional Affairs Committee covered several specific items. In addition, a communication was re-

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<sup>1</sup>Anyone wishing a complete copy of the minutes can obtain them by writing the Secretary, Donald L. Grant, 195 Broadway (R.2122B), New York City, N.Y. 10007.

ceived indicating that the APA Committee on Scientific and Professional Ethics and Conduct does not intend to ask the Divisions to review cases involving ethical matters. Our Professional Affairs Committee has been prepared to accept this responsibility, if asked.

The Program Committee has scheduled 7 paper-reading sessions, 9 symposia, and 4 invited addresses (see Division Program for details).

The Public Relations Committee requested that the Division make a contribution to the Interassociation Council on Test Reviewing. The Executive Committee voted that \$50 be contributed. The PR Committee is concerned about the image of our Division. The Committee was instructed to offer suggestions for improving the Division image to the Executive Committee at its September meeting.

A draft proposal of the Ad Hoc Scholarship Fund Committee for administration of a fellowship program in industrial and organizational psychology was circulated. Comments on the proposal, which is to be discussed in September, were requested.

Because of the absence of Dr. Speer, a subcommittee of the Executive Committee was appointed to meet with him in order to review the actions of the Membership Committee with respect to applications for Member and Associate status in the Division. (Note: Subsequent to the meeting the subcommittee approved a report of the Membership Committee recommending election of 35 Members and 13 Associates.)

Dr. Jack Parrish made a special report to the Executive Committee regarding visits he recently made to schools of business featuring behavioral science programs. Dr. Parrish plans to publish a report covering the information he obtained.

An ad hoc committee on public policy has been appointed (Drs. Porter, Chairman, McGehee, Wallace and others to be named). Its primary mission is to recommend whether or not the Division should have a standing committee on public policy and, if so, the structure and functions of the committee. In addition, the ad hoc committee is to consider possible realignment of the Division committee structure.

A new format for the Division business meeting in September will be given a trial. Division committee reports are to be abstracted, reproduced and passed out at the meeting. In addition to essential business, only selected oral reports will be made, including a report from one of our representatives to Council and reports concerning the activities of key APA boards

and committees. In addition, an award will be made to each past president of the Division. The award, an inscribed paperweight in clear plastic, was selected by a special ad hoc committee.

Following the reading of a letter from the chairman of the APA Commission for Accelerating Black Participation in Psychology requesting a contribution from our Division to CABPP, the Executive Committee decided that considering the state of our finances and the worthiness of the request, Dr. Owens should write a letter to all Division members requesting individual contributions. These are to be sent to our Treasurer and he in turn will authorize that a check for the total amount received be forwarded to CABPP in the name of our Division.

A communication from the Division of State Psychological Association Affairs requests that our representatives to Council vote against adoption of the Albee Commission report. The Executive Committee voted to request that Division members who have read the Albee Commission report advise our representatives of their views on this controversial matter (see P. 9).

A communication from the American Society for Personnel Administrations requests collaboration with our Division. Further consideration is being given as to how this might be accomplished.



## ANNOUNCEMENTS OF INTEREST

### Eighteenth Annual Workshop in Industrial Psychology

The Eighteenth Annual Division Workshop will be held Wednesday, September 2, 1970 at the Deauville Hotel in Miami. John Zuckerman is Chairman of the Committee which has prepared an excellent workshop of five sections. Incidentally, because of the interest of the topic, Selection and Placement for Minority Groups, there is no limit to the number of participants. For other Sections, registration is limited to 20 participants. Following is a brief description of the five sections.

#### Section I

##### Manpower Planning and Policy

This workshop will describe the origins, development and recent application of manpower planning at Standard Oil Company (Indiana) in all phases of recruitment, selection and manpower utilization. Statistical and projective methodology will be highlighted with reference to computer applications.

Manpower inventory and audit procedures and internal search techniques will be related to areas of applied psychology.

Workshop Leader James R. Glennon is Director of Personnel Research and Development for Standard Oil Company (Indiana). In that capacity he is responsible for research, selection, training, utilization, and the coordination and administration of executive assessment and development activities.

#### Section II

##### Management Decision-Making

This workshop is designed to explore areas in management decision-making which synthesize the work of the behavioral sciences and other management sciences. The aim is to answer questions for the industrial and organizational psychologist who is concerned with the selection and development of managers and with the management decision-processes in an organization.

Three major topical areas will be approached: (1) Decision theories and methods: formal, symbolic and heuristic models; (2) Organizational decision-making: including conflict, participation, innovation, creativity and their relationship with organizational authority and managerial responsibility; (3) Systems models in organizational decision-making, including computer models, system logic, management information systems. Case studies will be employed for integrative purposes.

Leader of the Workshop, William T. Greenwood is Research Professor of Management, University of Georgia, and will be visiting Professor of Management, Southern Illinois University at Carbondale, Illinois, during 1970-71.

#### Section III

##### Management Counseling and Development

This workshop is concerned with the "learner attitude"; an approach to life and work which is seen as an essential ingredient common to personal career counseling (life planning), management development and experience-based training groups.

The workshop will be problem-centered, with active participation encouraged through pre-workshop study of simulated and real case data. Time and attention will be balanced between individual change processes (as in counseling) and the impact of organizational climate on the growth and effectiveness of managers.

Co-leaders of the workshop are Reed M. Powell and John A. Bromer. Dr. Powell is Associate Dean, Director of the Division of Research and Professor of Administrative Science at the Ohio State University. Dr. Bromer is an Industrial Psychologist at Lever Brothers Company. He works as an internal consultant on organization improvement as well as on management development.

#### Section IV

##### Selection and Placement for Minority Groups

The workshop is divided into five areas: (1) Major problems associated with individual differences related to race, socio-economic and cultural backgrounds. Validity and fairness distinguished. Test research findings and their specificity. Implicit assumptions concerning disadvantaged people. "Hard-core" unemployed; (2) Research on testing and fair employment, including review of studies, and interpretation of the research to date; (3) Review of legal development pertaining to testing, including review of the key cases of significance for psychologists: Hicks vs. Crown Zellerbach, Griggs vs. Duke Power Company, United States vs. K. H. Porter and Arrington vs. Massachusetts Bay Authority; (4) The APA position on issues in testing and fair employment, along with a critique of the position; (5) Practical considerations for psychologists.

The workshop will stress participation and study of cases.

Dr. Kirkpatrick is Professor of Manpower Management, School of Business Administration, California State College, Long Beach.

## Section V

### Approaches to Job Enrichment

A major purpose of this workshop is to present for discussion the kinds of Job-enriching steps that have brought good results thus far in a series of twenty experiments within the Bell System. Experimental data from other companies or organizations will be welcomed.

Alternative strategies for moving into job enrichment in large organizations will be discussed, with actual case examples. Alternative implementation procedures and stages will be examined, similarly.

Robert N. Ford, Workshop Leader, is Personnel Director - Manpower Utilization, American Telephone and Telegraph Company. This is a new function in the Bell System encompassing studies of the utilization of personnel, together with advice and training in this field.

The Workshop Chairman, John Zuckerman, and his Committee Members, Bob Morrison, Dick Hoffman, Jack Parrish, and Mark Silber are each a coordinator for one of the sections of the Workshop.

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### Ad Hoc Committee on Public Policy & Social Issues

The President, Division 14, has appointed an ad hoc committee on Public Policy and Social Issues (PP & SI), to be composed of Bill McGehee of Fieldcrest Mills; Dick Shore of the Department of Labor; Stewart Taylor, a White House Fellow; Rains Wallace of Ohio State and Lyman Porter (chairman). The charge to the committee is broad: (1) It is to determine whether or not there should be a standing committee on PP & SI; and if so, what structure and functions it should assume. (2) Since the establishment of a new committee has implications for the existing committee structure of the division, the ad hoc committee will also make recommendations regarding any indicated or needed revisions in the divisional committee structure.

The Chairman asks that Division 14 members send any comments or suggestions for the committee:

Professor Lyman W. Porter  
Graduate School of Administration  
University of California  
Irvine, California 92664

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Our Division 14 Representatives to Council need to be aware of the opinions of the membership regarding the Albee Commission report. The Division of State Psychological Associations is actively engaged in trying to defeat any motion to approve. At very least we should have an informed and well defined position. Please communicate your views to one or all of our Representatives as soon as possible.

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### ABPP Convocation

At the APA meetings in 1968 the American Board of Professional Psychology (ABPP) instituted the practice of holding a convocation at which noted practitioners of psychology are awarded special recognition for their contributions to the profession. The convocation this year holds special interest for members of Division 14 because:

For the first time, we are co-sponsoring the convocation along with the Divisions of Clinical, counselling and School Psychology.

A member of our Division, Dr. Frank Stanton, President and Chairman of the Board of CBS, is to be honored and will make an important address.<sup>1</sup>

The convocation is scheduled for 3:00 p.m. on Sunday, September 6. It will be held in the Carillon Hotel, one block from the Deauville.

Because of ABPP's concern about excellence in the practice of professional psychology, it would appear to be timely to review the history of ABPP and the posture of industrial and organizational psychologists with respect to its activities. The Board was incorporated in 1947 as the American Board of Examiners in Professional Psychology. The word "Examiners" was dropped from the name in 1968, though the acronym continues to be pronounced "A-bepp." The Board's primary objective is the establishment of professional standards of advanced competence for psychologists in clinical, counselling, school (recently added), and industrial and organizational specialties who voluntarily seek recognition as superior practitioners.

By the end of 1969 approximately 2250 diplomates had been awarded, half of whom were qualified as "grandfathers."

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<sup>1</sup>Dr. Stanton is expected to make a response to attacks on the mass media by government officials.

Of the total, 219 have been awarded diplomates in the industrial and organizational specialty, 73% via the "grandfather" procedure. In brief, only 59 industrial and organizational psychologists have been awarded diplomates by examination, 6% of over 1100 thus awarded (most being clinical psychologists).

In recent years the ABPP Board of Trustees, consisting of twelve professional psychologists of whom three are industrial and organizational psychologists, has introduced a number of changes in the examining procedures. The major changes involve:

Abolishing the written examination.

Modifying the oral examination to focus on the effectiveness of the individual being examined in solving problems posed by his practice, awareness of research and theory relevant to his practice, and sensitivity to the ethical implications of his professional practice.

Requiring that two of the five members of the examining committee have a similar orientation and approach in professional practice to the candidate being examined.

In brief, the ABPP Board has redesigned the examining procedure to conform to the frame of reference of the examinee. In doing so the Board has no intention of changing its standards. It is still concerned with the pursuit of excellence in professional practice.

Those qualified to apply for the diplomate in the industrial and organizational specialty are those with the Ph.D. degree having five years of professional experience including four years since receiving the degree, are members of the American Psychological Association, and are engaged in activities in one or more of the following areas:

- Personnel Psychology
- Organizational Psychology
- Human Factors
- Consumer Psychology
- Survey Research

The practitioner may be employed by a university, industrial firm, consulting firm, advertising agency, hospital or other bona fide organization, or may be engaged in private practice. His functions may or may not involve research activities. Administrative functions are acceptable where they in-

volve direction of activities in one or more of the areas listed or involve application of psychological principles and techniques from these areas.

In looking to the future the ABPP Board of Trustees expects that an increasing number of professional psychologists will want to qualify as outstanding practitioners in their specialties. This expectation includes persons engaged in the practice of industrial and organizational psychology. Members of our Division interested in obtaining detailed information regarding the procedures for applying should write:

Dr. Noble H. Kelley  
Executive Officer  
American Board of Professional Psychology  
Southern Illinois University  
Carbondale, Illinois 62901  
\* \* \* \* \*

#### Distinguished Professor of Industrial Psychology

The President and Board of Trustees of Case Western Reserve University have announced the appointment of Frederick I. Herzberg as Douglas MacGregor Distinguished Professor of Industrial Psychology in recognition of his significant research and its successful applications in the international industrial community.

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#### Publications Available

Two brochures describing typical activities of Industrial Psychologists are available from the American Psychological Association, 1200 Seventeenth Street, N.W., Washington, D. C. 20006. One, The Industrial Psychologist is slanted for management as the primary potential user, the other A Career in Industrial Psychology, for those wishing to consider graduate training in Industrial Psychology.

A nominal charge is made to defray cost of postage:

Minimum order is 10 = \$1.00

25 = 1.50

50 = 2.00

Over 50 = 2.00 plus 2¢ for each additional copy

The American Psychological Association recently announced the publication of a revised version of the booklet "A Career in Psychology."

Although primarily intended for the student interested in pursuing a career in psychology, the up-to-date information in

the booklet should be useful for anyone interested in psychology.

"A Career in Psychology" may be obtained from the Order Department, American Psychological Association, 1200 Seventeenth Street, N.W., Washington, D.C. 20036. Single copies are available without charge. Multiple copy rates sent upon request.

APA also announced the publication of Psychology and the Problems of Society, a new book centering around the theme of the APA's 77th Annual Convention in 1969.

Included in the book are the convention-wide symposia and the theme-related divisional addresses focusing on seven major problem areas of today: Psychology and the Social Change Process, Psychology and Urban Problems, Psychology and the Challenge of Early Learning, Psychology and the Minority Groups, Psychology and the Reduction of Violence, Psychology and Campus Issues, and Psychology and Society's Future. This new book, the first compilation of annual convention presentations, offers a current, constructive, and dynamic look at a troubled society.

Edited by Frances F. Korten, Stuart W. Cook, and John I. Lacey, Psychology and the Problems of Society is available for \$6.00 from the Order Department.

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#### Creative Talent Awards Program

The American Institutes for Research has announced the tenth annual Creative Talent Awards Program--1969-1970.

The Awards will be presented to doctoral candidates for dissertations showing outstanding promise for creative contributions to the science of psychology. The first award of \$1,000 will be made to the doctoral candidate whose dissertation shows the most promise for creative contribution to scientific knowledge in the field of human behavior and related disciplines. Two awards of \$500 each will be given the other candidates whose dissertations are selected as the best in their fields by the respective panels.

Awards will be presented in three fields: (1) Perception, Learning, and Motivation--Comparative and physiological studies, investigation of basic principles of learning, perception, and motivation; development and adaptation of methods for training and education; study of general capabilities and limitations for performing various types of tasks. (2) Measurement and Evaluation: Individual and Group Behavior--Studies of individual dif-

ferences, personality, and social psychology, including measurement in education, business, industry, and government; studies of statistical theory and application. (3) Development, Counseling, and Mental Health--Studies of child development, aging, mental health and illness, psychotherapy, and related aspects of clinical or counseling psychology.

Dissertations in related disciplines such as sociology, anthropology, and education, with clear-cut implications for the above fields, will also be considered. Psychological studies with interdisciplinary aspects such as those involving biological and social sciences will be welcomed. The current period of awards includes dissertations accepted by the Doctoral Committee during the period September 1, 1969 through August 31, 1970. The deadline for nominations is October 31, 1970.

Further information may be obtained from the American Institutes for Research, 8555 Sixteenth Street, Silver Spring, Maryland 20910.

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#### Other Announcements

H. Weston Clarke, Jr. has been promoted to Personnel Vice President of The Bell Telephone Company of Pennsylvania. Dr. Clarke received his Ph.D. from The Ohio State University in 1956. He was employed by A.T. & T. Co. in that year and worked in their Personnel Research Section until 1962. Since 1962 he has been employed by The Bell Telephone Company of Pennsylvania.

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Robert Glaser was one of two members of the American Psychological Association who are recipients of awards presented by the American Education Research Association.

Dr. Glaser, was presented the AERA-American Educational Publishers Institute Award for outstanding educational research in the field of instructional materials. Much of Dr. Glaser's research has been concerned with the application of behavioral science to the problems of education and training.

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Art MacKinney has been appointed Dean, College of Science and Society, of the University of Wisconsin--Parkside, Kenosha, Wisconsin.

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Allen I. Kraut, formerly with IBM Corporation at Armonk is now Manager of Personnel Research, IBM World Trade Corporation in New York City.

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A. H. Maslow formerly at Brandeis is now at the W. P. Laughlin Foundation, 1 Sage Lane, Menlo Park, California.

\* \* \* \* \*

Andrew DuBrin, formerly with R H and R in Rochester is with the College of Business, Rochester Institute of Technology.

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S. Rains Wallace, formerly President AIR, Pittsburgh, is now Chairman of the Department of Psychology of The Ohio State University.

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The American Psychology-Law Society is opening a membership drive. Persons interested should write to:

Willis C. Driscoll, Ph.D.  
APLS--Newsletter Editor  
Physicians and Surgeons Bldg.  
380 East Broad Street  
Columbus, Ohio 43215

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#### GENERAL INFORMATION

TIP, The Industrial Psychologist, a publication devoted to professional developments in the field of industrial and organizational psychology. Serves as Newsletter of Division 14 of APA and is a forum for the discussion of issues and challenges facing the profession. Published three times per year --- Fall, Spring, and Summer.

Guaranteed circulation of 1,800. TIP is sent to leaders of the field in the industrial and academic communities, and to the most influential members of the American Psychological Association --- APA Officers, The Board of Directors, Presidents of all Divisions of APA and Editors of all psychological newsletters. TIP is also distributed to advanced graduate students of industrial psychology and to libraries and graduate schools training industrial psychologists.

Call or Write: George S. Speer, or John R. Boulger, Editor - See back cover for their addresses.

#### NEWS FROM OTHER NEWSLETTERS

The March issue of "Teaching of Psychology," the Newsletter of Division 2, the "Farewell--Almost" issue of the current editor, Theophile S. Krawiec is a delight to read. Although his editor's note is on the front page it was the last thing that I read. But it certainly sums up my impression of the newsletter:

The issue that you are about to read exemplifies the pinnacle of my endeavors and achievements as your editor . . .

The enchanting experiences that I have had in doing these various tasks is so beautifully expressed in this issue. Finally, as it should have been sooner, we have articles by the teacher-scholars who are writing for their fellow colleagues. The theme of the present issue truly is: From Whom do we Learn.

The issue contains the following papers:

From Whom Do We Learn, Harry Helson  
The Teachers Craft, Gardner Murphy  
The Humanistic Teaching of Psychology: Opportunity and Dilemma, M.S. Viteles  
On the "Occult Science" of "Black Psychology", D.F. Soltz

Thinking that TIP readers would like to savor the flavor of the writing of our illustrious and esteemed Dr. Viteles, I have excerpted the following few paragraphs from his essay:

#### PSYCHOLOGY AND HUMANISTIC TEACHING

Of the various scientific disciplines found in a university curriculum, psychology is especially adapted to the achievement of such goals in individual development through the medium of humanistic teaching. This is because the very purpose of the science is to examine the perceptions, thoughts, emotions, and behavior which characterize man himself--including the humane and wise man. However, although facts and theories are available in abundance, they are predominantly the outcomes of observations made in a restricted field, frequently within a narrow theoretical context, and often separated from the realities of life by barriers of poorly designed experiments, held together by artifices of constrained methodology, deception, and even the good-will of cooperative although frequently unsuit-



able subjects. It is, indeed, awareness of inadequacies in the subject matter of the science that has led Cohen, author of a book entitled Humanistic Psychology, to describe psychology as "the most undisciplined of all disciplines, the nursery and romping ground for every extravaganza, a Tower of Babel for every known and unknown tongue, a mint for counterfeit and spurious coins, a market place for every pedlar for far-fetched and unlikely theories . . ." (Cohen, 1958).

Cohen good-naturedly suggests that the problem which this situation presents to those who venture into the swampy zones of psychological literature "needs a radical solution". Every text on the shelves of the psychological library," he writes, "should have inscribed on it the number of grains of salt to be taken when reading it, and on the library table an ample bowl of salt should be placed and replenished at regular intervals . . ." (Cohen, 1958).

For the student in the class room there is a less radical and much more effective solution, in the form of humanistic teaching which makes use of what the humanities and other applicable disciplines can provide to help test the assumptions, data conclusions, and also the recommendations for action growing out of the research in psychology. This can not only contribute to a more sensitive and more balanced and even more accurate understanding of man and his ways, but also reduce the applicability, to those who teach psychology, of the charming observation by W. S. Gilbert, that:

"Headstrong youths  
Of decent education  
Determine all important truths  
With strange precipitation.

The over-ready victims they  
Of logical illusions  
And in a self-assertive way  
They jump at strange conclusions."  
(Bab Ballads)

The entire issue was excellent, and fellow teachers, well worth joining the Division to get that issue of the Newsletter.

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"The Future of Industrial Psychology from Diverse Viewpoints" was the topic of a symposium sponsored this spring by the Section of Industrial Psychology of the Illinois Psychological Association. Phil Ash was chairman and moderator of the session which included the following papers:

Richard W. Hodgson, Psychological Assessment in Business and Industry

Larry H. Sieberts, The Role of the In-House Psychologist

Paul F. Bomrad, The Future of Industrial Psychology from the Viewpoint of an Industrial Clinician

Phil Ash, Industrial Psychology in the University

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Sow's Ear, Anyone??

The Cleveland Academy of Consulting Psychologists is considering inaugurating "Operation Silk Purse" as a means of raising funds for promoting better administrative organization of psychological affairs in the community. It is proposed that the program be financed by having psychologists in private practice contribute their "bad" accounts to it. The rationale for this proposal is that most practitioners are lax in attempting to collect delinquent accounts; hence, many can be expected to contribute them to a worthy purpose.

From Division 13 News, Winter 1970

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(The heading to the last item, of course, is from TIP, not the Division 13 Newsletter)

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No Sea Dog, He

George Seacat was an Army psychologist and also had been associated with the VA, but never with the Navy.

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## NEWS FROM ACADEMIA

### Psychology at Georgia Tech

The graduate program in Industrial Psychology emphasizes two objectives: a) training students to solve behavioral problems in work-related situations, and b) training students to be researchers of basic behavioral phenomena in work settings. The principal focus of the program is upon psychological aspects of the development and utilization of human resources. It is the consensus of the faculty that there is, and will continue to be, a need for research-oriented industrial psychologists in both applied and academic settings.

As part of a broader program, the School of Psychology of the Georgia Institute of Technology offers programs of study leading to the degrees, Master of Science and Doctor of Philosophy, with three areas of specialization: general experimental, industrial and engineering psychology.

Each program of study involves intensive exposure to the theoretical and experimental foundations of psychology with a strong emphasis upon quantitative methods. Individual initiative in research and study is strongly encouraged. All candidates share a core curriculum of required courses for the first year to which are added selected courses (some from other departments) pertinent to each student's program of study.

Division 14 members in this program in Atlanta include Edward H. Loveland (Chairman), Joseph E. Moore (Regent's Professor-Emeritus), William W. Ronan and C. Michael York.

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### John Edgar Coover's Fagot Theory

Any TIP reader interested in J. Edgar Coover's Fagot Theory (of scientific evidence) should turn to page 279 of their March 1970 issue of the American Psychologist.

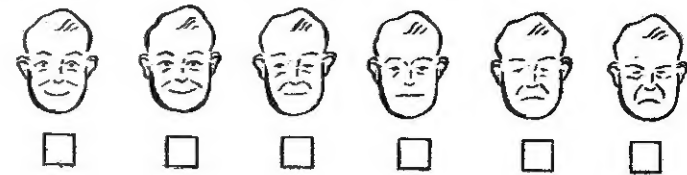
\* \* \* \* \*

Mary Ann Test is staff psychologist at Mendota State Hospital, Wisconsin.

\* \* \* \* \*

## RESEARCH NOTES

Put a check under the face that best expressed how you feel about industrial psychology as a career.



What a joy it was to have received the preparatory letter, the Job Attitude Questionnaire, and for us recalcitrant ones, the follow-up letter requesting participation in the Weintraub-Guion survey of Job Attitudes of Division 14 members. It was disappointing not to be offered a prize for filling out the questionnaire in less than the expected "14 1/4 minutes of your time, according to our pilot subjects."

\* \* \* \* \*

Abe Korman is surveying psychologists experienced in executive assessments about their opinions on what cues from tests and interview data they use in making descriptive judgments about the individual, and the over-all judgment of "employment suitability."

\* \* \* \* \*

Early in my career I became interested in men's names and their related occupations when I worked for the Distillery and my boss was Walter Backus. When in graduate school and reading Roger's Clinical Treatment of the Problem Child, I therefore, was not particularly shook up when I saw that he cited as evidence for the idea that "birds of a feather flock together" a study by Partridge. Therefore, I'm sure you can appreciate my interest when I learned that Dr. A. Lillywhite is acting Assistant Commissioner of the U.S. Department of Education.

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## LETTERS TO THE EDITOR

Dear John:

In the April, 1970 issue of TIP, you carried an extensive article by Floyd Ruch which was a response to the Cooper and Sobol article in the June, 1969 issue of the Harvard Law Review. In this article, Ruch makes several references to me. At this time, I do not wish to go into the merits of his criticisms nor to respond to his seemingly interminable campaign to discredit the toll collector's study published by me in the Spring 1966 issue of Personnel Psychology. I prefer to wait for a more suitable time to deal with his criticisms. Parenthetically, I can't help wondering why one little paper in one of the hundreds of symposia conducted at psychological conventions in the past ten years has created such a furor in the test publishing fraternity.

While I do not choose to respond to Ruch's criticisms, I do feel it necessary to correct an unfair impression he might have left on your readers about Professors Cooper and Sobol's scholarship. He states that Cooper and Sobol based their case largely on the work of Lopez and Kirkpatrick et al. I cannot speak for Kirkpatrick but, in all modesty, I must disown any credit for this outstanding analysis of the legal implications of standardized employment testing.

In completing their review, Professors Cooper and Sobol studied several hundred cases before the EEOC and State Anti-Discrimination Commissions involving test issues and conducted interviews with industrial psychologists and personnel directors of more than 50 selected firms. Moreover, they reviewed the psychological issues of the study with Drs. Barrett, Baxter and Enneis, all familiar names to Division 14 members. Out of the 145 footnotes in the Section on Employment Testing, I am cited in only one. And here Cooper referred to three publications of mine, only one of which has apparently come to Ruch's attention, because the other two appeared in non-psychological journals.

I was one of those interviewed by Professor Cooper. At that time, he appeared to be well aware of the criticisms of my toll collector's study. He furnished me with copies of papers by Tenopir and others severely criticizing it. In turn, I made available to him unpublished material covering a number of situations. In particular, I showed him the bus dispatcher study which was conducted several years after the toll collector's study and which was then in litigation. In view of this, it

is hard to see how it can be alleged that the conclusions of Cooper's and Sobol's study can be based upon one article of mine.

In fact, Cooper and Sobol's paper is must reading for every industrial psychologist. Dr. Ruch's attempts to denigrate it should be ignored.

I would appreciate your publication of this letter in an early issue of TIP.

Sincerely yours,

*Felix*  
Felix M. Lopez, Ph.D.  
President - Impart  
Behavioral Sciences Technology, Inc.  
280 Park Avenue  
New York, N.Y. 10017

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Tsk, Tsk, Tsk, The Readers Always Write

Especially when the Editor's wrong.

For the first time in the history of TIP, we published an issue without misspelling Marvin (Mary? Martin?) Dunnit's name. But did he write?

No. But we did get two phone calls. One from Bill Owens who accused the proof reader of missing an extra line in his President's Message. Well, I am the proof reader, and I thought his message was great. I thought that those Southern Comforts could indeed, have helped Bill to become poetic.

I did promise Bill, though, that I would let 'ya all' know that the penultimate sentence in his message had an error by me and the typist. It should have been omitted. It could indeed have been omitted.

And Bill Byham kindly told me that MEET is a publication of New York City's miniature Division 14, namely, the Metropolitan New York Association for Applied Psychology and "has nothing to do with the Personnel Division of the New York State Psychological Association."

Dr. Byham also wrote that "I think that one of our activities would be worth mentioning in TIP. We are paying the expenses of noted industrial psychologists to visit undergraduate colleges in New York State to promote interest in the field. It is our hope that the program will lead students to go to graduate school in industrial psychology. We feel that an increase in the output of industrial psychologists must start with an increase in the quantity and quality of the input into graduate



schools. In the great majority of undergraduate programs there are no industrial psychology courses, much less industrial psychologists. Not only do the students not know what an industrial psychologist does--neither do the psychology professors. Our visiting industrial psychologists report an unbelievable degree of misunderstanding of industrial psychology among faculty."

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#### In The Interest of Good Fellowship

A member recently picked up some [recent and not-so-recent] APA directories and concludes from them that Division 14 is heading for extinction. He reports to TIP that we had 254 fellows in 1963, and 250 in 1968. We will lose a lot more fellows by attrition in the next years as 6 are over 80 years of age, 24 are over 70 and 49 are between 65-69 years of age. Approximately 32% are over 65. The median age of our fellows is 60, the mean 59+, and the mode 52 (14 fellows), but there were only 6 fellows under 40 years and only 31 age 41-49. A similar condition exists with regard to the 140 ABEPP Diplomates (Industrial). At the present rate we are losing more than we are gaining.

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The Governor of Colorado, one of the first states with a liberal abortion law is John Love; and the medical adviser to the Planned Parenthood Association of Fort Collins is Charles Unfug, M.D.

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## APPLICATION FORM

### EIGHTEENTH ANNUAL WORKSHOP IN INDUSTRIAL AND ORGANIZATION PSYCHOLOGY

Name \_\_\_\_\_  
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Indicate by number below your first (1) and second (2) choices for section of attendance:

- ( ) Section I Manpower Planning and Policy (limited to 20 participants)
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- ( ) Section V Approaches to Job Enrichment (limited to 20 participants)

Acceptances will be made in order of receipt of registration forms and fee. Make your checks payable to: Division 14, American Psychological Association.

The fee for APA members is \$40.00, for non-members it is \$50.00. If the sections requested are filled, your fee will be refunded.

An additional fee of \$5.00 will be collected for wives or guests of registrants who wish to attend the social hour.

Mail this form with your fee to: Dr. John V. Zuckerman  
Room 214, Heyne Building  
College of Business Administration  
University of Houston, Houston, Texas 77004

## EDITOR'S NOTE

Because of a later deadline than the American Psychologist, there are a few changes in the Convention Program that I would like to mention. One is the presentation of an award to Frank Stanton for his contribution to our profession; another is the presentation of the Cattell Dissertation Award to Robert Pritchard. I do hope that despite the unfortunate lack of publicity that we will have good attendance at both meetings. Please check your TIP program for the times and places of the meetings.

In looking through this issue at Minutes of the Executive Committee meeting, the Convention Program and the Workshop, I could not help but be impressed again at the dedication and excellent work that many of the members perform for us others with little return other than a psychic one.

On behalf of the membership I would like to say to all those listed on the inside and outside back cover of TIP thank you very much for your great work.



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